

One of our most exciting products currently under production is LEGO Rock Raiders. As you may have guessed this title is being created in close connection with toy manufacturing giants LEGO. This in itself has proved to be an invigorating challenge, creating an entirely new game with a close synergy between the digital product and LEGO Concepts and Values.

Our task has been to create a game which is as exciting, fun and involving to play for an eight year old as it is for an adult while constantly upholding all the long established values that the LEGO Group hold dear. A task that many outside Data Design, including LEGO, feel we are more than accomplishing.

LEGO Rock Raiders has already gained world-wide acclaim for its quality and fine attention to detail long before its release date. Animation from the game has also been shown proudly by LEGO all over the world including such venues as the European Toy Fair, E3 and in destinations as far apart as Asia and Hollywood in the USA.

We at Data Design look forward to the release of this title with great anticipation, not only in setting new standards in sales but also in quality and value for money to both the consumer and client.